

PRESS RELEASE

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6.9.05

**ALLERGAN, Inc. Invites Rodger H. Silverstein, M.D. to Introduce
New Generation Ocular Antibiotic to Pharmacists**

Clifton, NJ – Rodger H. Silverstein, M.D., Director, **The Silverstein Ophthalmology Group, Clifton, NJ and West Jersey Eye M.D.'s, Chester, NJ** was invited by ALLERGAN, Inc., Irvine, CA, a global leader healthcare company, to introduce their new, **fourth-generation** ocular antibiotic, **ZYMAR**.

The technology-based presentation was held on **Wednesday, May 25th**, at the Daughters of Miriam, Clifton, NJ and attended by the **Passaic County Pharmacists Association**. Dr. Silverstein is a **Diplomat of the American Board of Ophthalmology and Fellow of the American Academy of Ophthalmology**. The focus of his presentation was the use of **ZYMAR** Antibiotic Eye Drops (Gatifloxacin .3%) and its efficacy as a **NEW generation antibiotic** against bacteria that are responsible for causing eye infections. A breakthrough drug, **ZYMAR**, significantly has been proven to out-perform its predecessor, OCUFLOX for the treatment of acute bacterial conjunctivitis. The study which compared **ZYMAR** to OCUFLOX, was conducted by **Michael E. Tepedino, MD, Cornerstone Healthcare, High Point, NC and Harold Jensen PhD, ALLERGAN, Inc.**, and presented at the Annual Meeting of **The American Academy of Ophthalmology (AAO)** in October of 2002, Orlando, FL. The results of Day 6 Clinical Cure Rate was significantly higher with **ZYMAR** (73%) as compared to OCUFLOX (63.5%).

ALLERGAN spokesperson, **Eric Lademar**, states – “I am thrilled to have the opportunity to provide information about the new **ZYMAR** antibiotic drop to ophthalmologists such as Dr. Silverstein who are considered master thought leaders in the field. Doctors such as Rodger Silverstein possess great insight and understanding as to the scope of **ZYMAR**'s ability to positively affect their practice.” Dr. Silverstein's keen awareness in the development of new eye care medications comes naturally, with both his father and grandfather before him being prominent ophthalmologists in Clifton, NJ. “We have introduced **ZYMAR** in our practice for patients who require anti-infective therapy. **ZYMAR** has proven to be an effective solution in combating bacterial conjunctivitis and a viable preventive medication to prevent the possibility of infection after cataract and laser vision correction surgery.”, stated Silverstein. “**ZYMAR** can be used **safely** by persons age one and above, is well-tolerated and exhibits minimal side effects.” continued Silverstein.

Group

**West Jersey Eye M.D.'s
ALLERGAN/ZYMAR
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Dr. Silverstein, along with his wife, **Niki A Silverstein, M.D.**, Director, are **board-certified ophthalmologists** in general and surgical ophthalmology practice having over two decades of combined experience in both their Clifton and Chester practices. The surgeons are co-directors of **The Refractive Surgery Centers of NJ** and remain at the forefront of technology and expertise in the performing of laser vision correction surgery. Together with their associates, **Barbara H. Schwartz, M.D.** and **James M. Hirshfeld, M.D.**, the practice is skilled in all phases of eye care, including contact lens fittings to advanced laser surgery in the treatment of cataracts, glaucoma, retina disease, LASIK and PRK.

Dr. Rodger Silverstein, M.D. is a prominent educator in the field of ophthalmology and speaks to corporations, organizations and community events on all areas of eye care. For more information on the practice, visit www.silversteineyeMDs.com. For further information on **ALLERGAN**, Inc. contact **Eric Lademar, Territory Manager, (800) 669-6890 MailBox 9666#, email: lademar_eric@Allergan.com**. To schedule speaking engagements for Dr. Silverstein, contact **s. barrett mahoney, dmm consultants, inc., 908-876-3608, email: smahoneyh@dmmconsultants.com**

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About the practice. The SILVERSTEIN name is well recognized for generations of excellence in the field of Ophthalmology. SILVERSTEIN Ophthalmology Group, L.L.C., prides itself on being a family practice. Rodger H. Silverstein, M.D. and Niki A. Silverstein, M.D. are board-certified ophthalmologists in general and surgical ophthalmology practice having over two decades of combine. The surgeons remain at the forefront of technology and expertise in the performance of laser vision correction surgery including LASIK, PRK, RK, and CTR for complicated cataract surgery procedures and are certified in the use of the SLT, VISX and Autonomous (flying spot/LADARVision®) lasers. The practice provides a full range of eye care services to benefit everyone, from complete eye examinations for adults, seniors and children, to treatment of eye problems and diseases of the eye, and contact lens fittings. The practice also conveniently offers complete Optical Outlets in both their Chester and Clifton Offices with a vast selection of the latest styles in quality eye wear at competitive pricing. On the cosmetic side, the surgeons at SILVERSTEIN Ophthalmology are certified to perform Laser Skin Resurfacing to reduce fine wrinkles and lines, and Laser Cosmetic Eyelid Surgery using the new CO₂ Laser to improve the way your eyes look.

Rodger H. Silverstein, M.D. is a prominent educator in the field of Ophthalmology and speaks to corporations, organizations and community events on all areas of eye care. For more information on the practice, visit www.silversteineyeMDs.com.